

Meeting Minutes – November 13, 2009

Meeting Attended By: All group members

1. Agenda
 - a. Discuss the usability study component
 - b. Go through each of the CSFs
2. Usability study component
 - a. Remove the set of questions for KUF Edmonton
 - b. Demographics – get two ‘experts’ (group members) and four ‘non-experts’
 - i. Half male, half female
 - ii. Older people + younger people
 - c. Timeline – get done by next Thursday (November 19, 2009)
3. CSFs
 - a. Consider putting recommendations in a separate section
 - i. Some recommendations apply to more than one CSF
 - ii. Some recommendations are more feasible than others
 - iii. Agreed upon: In the CSF section, only discuss the CSF and the critique of the current system. Have a separate section for recommendations at the end.
 - b. Adding Value - Lara
 - i. Website is underutilized
 1. Used mainly as an information source (plethora of information available)
 - a. Overwhelming
 - b. Basic formatting
 - c. Problematic prioritization of information
 - d. Ordering/split of sponsors to emphasize their importance
 2. Only place to see thank you cards outside of receiving a physical card
 - ii. Broader and more consistent feedback response
 - iii. Need a directory for partners?
 - iv. Links!
 - v. CanadaHelps.org vs. Paypal
 1. CanadaHelps.org is a better system – allows monthly donations, dedications, etc.
 - c. Focus on a niche...then extend - Jing
 - i. Niche: unused tickets for **underprivileged kids**
 - ii. Extend
 1. E-tickets
 2. Online monetary donations
 3. More interaction with event organizers

- 4. More interaction with donors
 - a. Entertainers
 - b. Organizations
 - c. Donors
 - 5. Partnership with ticketmaster
 - iii. Question: target audience
 - iv. Kids Up Front is good at geographic expansion but needs to work on vertical expansion (e.g. getting more
- d. Maintaining flexibility - Sanya
 - i. Not particularly applicable
 - ii. Compare it to a different organization
- e. Get the technology right - Sanya
 - i. Interactivity/presence
 - 1. Lacking
 - ii. Database
 - iii. Security issues
- f. Manage critical perceptions - Brianna
 - i. What's new page – Kari is the only person representing Kids Up Front (looks like a one-woman show)
 - ii. Kids Up Front doesn't show their personality
 - iii. Kids Up Front → name is a good name
 - 1. Brand strength – not very strong
 - iv. Partner organizations don't promote KUF
 - v. The Calgary website doesn't show the impact of donations on the kids
 - vi. KUF does provide all phone numbers, but organization is lacking
 - vii. No discussion of anonymity on website
 - viii. Security issues – who will they use to secure transactions → CanadaHelps.org
- g. Excellent Customer Service – Omar
 - i. No 1-800-number, but this is likely not necessary
 - ii. No sophisticated systems to walk users through problems is necessary, BUT there is very little help in place for users if they are struggling to find anything
 - iii. No FAQ page
 - iv. 24-hour contact not required; extended hours would be nice but there is a question RE: feasibility of this idea
- h. Create Effective Connectedness
 - i. Website is registered with Google, Bing, Yahoo
 - ii. Page title DOES begin with organization name
 - 1. However, individual page titles ONLY have organization name instead of name + description (e.g. "Kids Up Front Foundation – What's New")
 - iii. Cross-linking with partner agencies has been done to some extent, but could certainly be improved

- iv. Advertising of web address – doesn't happen very much, could take advantage of partnerships with donors/entertainers, etc.
- i. Understand and Respect Internet culture
 - i. Ease of use/navigation
 - 1. Need Usability study
 - ii. No FAQ page
 - iii. KUF does not use spam, nor do they have too many graphics